

# GoodRx acquires educational platform HealthiNation—here's why it'll drive up revenues

Article

**The news:** Discount prescription drug platform **GoodRx** scooped up consumer education **HealthiNation** for **\$75 million** in cash, [per](#) Fierce Healthcare. HealthiNation gives pharma

manufacturers a platform to inform patients about healthcare through videos explaining healthy living, disease, and the effects of withholding treatment.

**The bigger picture:** Easily digestible video content could be key to helping drugmakers and startups like GoodRx enhance US consumers' health literacy, which directly affects medication adherence.

- **Health literacy refers to whether people understand basic health information and services that inform their healthcare decisions—and poor health literacy often leads to worse health outcomes.** Over 90 million US residents suffer from poor health literacy, according to the most recent data by Center for Health Strategies. This means a sizable portion of the US population has trouble comprehending health issues like medication, which can lead to poor adherence and worse outcomes: For example, someone may not understand why they need to complete their full course of antibiotics if they feel better after a few days.
- **It makes sense for drug platforms like GoodRx to boost health literacy among their users, since they benefit if patients understand why they should stick to their drug regimens.** Informing patients on why they need to take a certain medication could lead to higher levels of medication adherence and sales for the likes of GoodRx and Blink Health: GoodRx's high Q4 2020 revenues were primarily driven by prescription transactions.